

IN THE CLAIMS

This listing of the claim will replace all prior versions and listings of claim in the present application.

Listing of Claims

Claim 1 (canceled).

2. (currently amended) A digital watermark information detection method for detecting information inserted as a digital watermark from contents, comprising:

a first step of selecting a predetermined format conversion method in accordance with format information of said contents;

a second step of converting said contents in accordance with said selected format conversion method;

a third step of trying to detect said inserted information from said converted contents A digital watermark information detection method according to claim 1,

wherein a plurality of said format conversion methods are selected in said first step and said second step is performed using one of selected format conversion methods, and said digital watermark information detection method further comprising:; and

a fourth step of trying to detect said inserted information using another other format conversion method other than said conversion method used in said second step if said inserted information is not detected from said contents converted in said third step.

3. (currently amended)A digital watermark information detection method for detecting information inserted as a digital watermark from contents, comprising:

a first step of selecting a predetermined format conversion method in accordance with format information of said contents;

a second step of converting said contents in accordance with said selected format conversion method; and

a third step of trying to detect said inserted information from said converted contentsA digital watermark information detection method according to claim 1,

wherein a plurality of said format conversion methods are selected in said first step and said format conversion methods are assigned with priorities in advance, and

a fourth step of repeating said second steps and said third step steps are repeated using one of said format conversion methods in order of said prioritythe assigned priorities.

4. (currently amended)A digital watermark information detection method according to claim 3, further comprising:

a fifth step of recording the number of success~~s~~successful information detections for each of said format conversion methods performed in said third step; and

a sixth step of updating the assigned priorities of said format conversion methods in accordance with the number of success~~s~~successful information detections.

5. (currently amended) A digital watermark information detection method for detecting information inserted as a digital watermark from contents, comprising:

a first step of selecting a predetermined format conversion method in accordance with format information of said contents;

a second step of converting said contents in accordance with said selected format conversion method; and

a third step of trying to detect said inserted information from said converted contents
A digital watermark information detection method according to claim 1,

wherein said first step includes:

a first substep of obtaining said format information of said contents from said contents; and

a second substep of selecting said predetermined format conversion method corresponding to said obtaining the obtained format information.

Claims 6-19 (canceled).